

## Appendix A

### Specification Support from specification of Parent Patent 4,694,490

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| 239. A method of delivering user specific programming at a receiver station, said receiver station including a receiver, a detector, a computer, and one or more output devices including a television monitor, said method comprising:          | Delivery of graphic of personal stock performance. Col. 19, l. 67- col. 20, l. 2. Receiver station of Fig. 6 including tuner 215. Decoder 203. Microcomputer 205. TV set 202.                          |
| a step for processing a timing signal and storing viewer interest identification data specifying a plurality of different viewer interests;                                                                                                      | The microcomputer is programmed to hold a portfolio of stocks about with the viewer has an interest (col. 18, ll. 46-48) and retrieve prices of those stocks at a specified time (col. 19, ll. 35-41). |
| a first step for controlling, said computer based on the result of a comparison of said viewer interest identification data to other data, said first step for controlling occurring at a first time based on said timing signal and comprising: | The stored stock portfolio is compared to stock price listings to acquire the relevant prices at the specified time. Col. 19, ll. 35-41.                                                               |
| a step for inputting into said computer further data designating said plurality of different viewer interests;                                                                                                                                   | The relevant stock prices are input to the computer. Col. 19, ll. 39-41                                                                                                                                |
| a step for making a comparison between said viewer interest identification data and said other data including received data based on said timing signal;                                                                                         | The stock portfolio data is compared to stock listings at the specified time. Col. 19, ll. 35-41.                                                                                                      |
| a step for selecting a portion of said received data based on said comparison; and                                                                                                                                                               | Prices that relate to the stocks in the portfolio are stored. Col. 19, ll. 39-41.                                                                                                                      |
| a step for storing said selected portion at one or more storage locations accessible by said computer at said receiver station;                                                                                                                  | The microcomputer records the relevant stock prices. Col. 19, ll. 39-41.                                                                                                                               |
| a second step for controlling said computer based on the result of said comparison, said second step for controlling occurring at a second time based on said timing signal and comprising:                                                      | The microcomputer is controlled to process the relevant stock prices to create a graphic of portfolio performance. Col. 19, ll. 45-49.                                                                 |

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| a step for selecting one or more computer programming instructions;                                                                                                                                                                                                                                                                                                                                                                                                                                               | A instruction signal embedded in the television programming is detected and selected for execution. Col. 19, ll. 60-65.                                                     |
| a step for generating, in accordance with said selected one or more computer programming instructions, mass medium programming presentation information content in respect to said viewer interest identification data; and                                                                                                                                                                                                                                                                                       | The presentation of the viewers stock performance is generated in accordance with the computer programming instructions. Col. 19, l. 67 – col. 20, l. 2.                    |
| a step for preparing to communicate said generated mass medium programming presentation information content upon a received instruction;                                                                                                                                                                                                                                                                                                                                                                          | The computer prepares to present the generated graphics upon a received instruction. Col. 20, ll. 5-7.                                                                      |
| a third step for controlling said computer at a third time based on said received instruction, said third step for controlling comprising:                                                                                                                                                                                                                                                                                                                                                                        | The microcomputer is controlled to present the generated graphics. Col. 19, l. 64 – col. 20, l. 1.                                                                          |
| a step for selecting a portion of said mass medium programming presentation information content;                                                                                                                                                                                                                                                                                                                                                                                                                  | The relevant graphic overlay is selected for presentation. Col. 19, ll. 64-66.                                                                                              |
| a step for selecting said one or more output devices; and                                                                                                                                                                                                                                                                                                                                                                                                                                                         | The computer is controlled to output the graphic to the TV set 202. Col. 19, ll. 64-66.                                                                                     |
| a step for communicating said selected portion of said mass medium programming presentation information content to said selected one or more output devices;                                                                                                                                                                                                                                                                                                                                                      | The overlay is communicated to the TV set 202. Col. 19, l. 64 – col. 20, l. 1.                                                                                              |
| a step for presenting to a subscriber at a controlled time a mass medium programming presentation including said generated mass medium programming presentation information content, with said mass medium programming presentation explaining the significance of said generated mass medium programming information content and with said mass medium programming presentation including said generated mass medium programming presentation information content being outputted to said subscriber either as a | The overlay of stock portfolio performance is presented when the host says “here is what your portfolio did” in the television programming. Col. 19, l. 64 – col. 20, l. 2. |

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| combined or sequential presentation at said selected one or more output devices or as parallel presentations at a plurality of said one or more output devices;                                                                                              |                                                                                                                                                                                                                   |
| a step for controlling said television monitor to output video or audio contained in said generated mass medium programming presentation based on said timing signal;                                                                                        | The microcomputer turns on the TV set at the appropriate time. Col. 19, ll. 27-29.                                                                                                                                |
| a step for controlling a recorder to record or play video or audio contained in the mass medium programming presentation based on said timing signal; and                                                                                                    | The microcomputer controls a recorder to record the programming at the appropriate time. Col. 19, ll. 23-27.                                                                                                      |
| a step for controlling a processor to control switching of communication by said computer between said receiver, said recorder, said television monitor and said one or more storage locations at an appropriate time on the basis of received instructions. | The microcomputer controls monitors television channels for programming of interest and switches the desired programming between the receiver, recorders, television set and storage locations. Col. 19, ll. 1-4. |
| 240. The method of claim 239 wherein said received data included in said other data compared with said viewer interest identification data is received from a remote data service.                                                                           | The microcomputer receives stock price from a remote data service. Col. 19, ll. 37-38.                                                                                                                            |
| 241. The method of claim 239, further comprising a step for control a tuner to tune said receiver to receive a television channel including mass medium programming included in said mass medium programming presentation.                                   | The microcomputer controls the tuner 214 to receive the desired programming. Col. 19, ll. 23-25.                                                                                                                  |
| 242. The method of claim 239 wherein said one or more computer programming instructions are embedded in received mass medium programming included in said mass medium programming presentation.                                                              | The instruction signals are embedded in the received program transmission. Col. 19, ll. 42-44.                                                                                                                    |
| 243. The method of claim 239 wherein said generated mass medium programming presentation information content is presented during a time period of specific relevance in said mass medium programming presentation.                                           | The graphic overlay is presented when the host says "here is what your portfolio did." Col. 19, ll. 59-67.                                                                                                        |

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| 244. The method of claim 239 wherein supplemental information identifies information contained in said mass medium programming presentation.                           | Identifier signals identify the programming content. Col. 19, ll. 17-23.                                 |
| 245. The method of claim 239 wherein said step for generating mass medium programming presentation information content includes a step for generating a graphic image. | The processor instructions instruct the microcomputer to generate graphic overlays. Col. 19, ll. 48-50   |
| 247. The method of claim 245 wherein said mass medium programming presentation includes audio that explains the significance of said graphic image.                    | The programming includes audio of the host saying "here is what your portfolio did." Col. 19, ll. 59-60. |